3/14/74

The Sacramento Observer

Welcome Back To Spring

There's no time like Spring time. And Spring '74 is fast-approaching to become one of the most exciting springs we have seen in the fashion world in many years.

Beginning from head to toe the versatile basics are back with bright, lively hats, shoes and bags to keep us in the true spirit of spring.

Zingy stripes, collars, roll-up sleeves, knits, pretty tweeds -- they're all fashion news for spring.

In the OBSERVER's SPRING FASHION '74 issue, "Welcome Back To Spring," we are introducing spring in some of the most comfortable and easy-to-care-for fabrics designed for the well-dressed. We are introducing clothes that look great in any weather, but especially for spring.

Pants for women are definitely here to stay. They have become a "way of life." For spring '74 they're made of lightweight wools, polyesters and cotton, denim, linen, silk and numerous knits.

Hats are back bigger and better, being worn with pants, dresses, long skirts and coats. Polka dots and spectators are going a long way this spring as are stripes and skirtprints with poplin smockcoats.

Ruffles and bows are added elegance to our springtime wardrobe, recapturing the feminine look of yesterday.

Throughout our issue we are showing some of the favorite ways to combine various parts of your wardrobe, including pants, skirts, tops and shirts into complete on-the-go outfits.

So if the energy crisis keeps you here in Sacramento, stay in style and look "bad" from head to toe.

THE SACRAMENTO OBSERVER's Award-winning Fashion Issues are published quarterly by Lee Publishing Co., at P.O. Box 209, Sacramento, California 95801. Second-class postage paid at Sacramento, California. Annual subscriptions are $12.00 yearly. Advertising rates are available upon request. Allow about three weeks for all new subscriptions or for changes of address.

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'Fine Afro Hair Products'

Sensuous and sophisticated Miss Angela Chester uses Long Nails to be sure that she has long and attractive nails. Long Nails is a scientifically perfected liquid-like product that "builds" long nails over short broken ones. It is brushed over the nails like nail polish and dries to a clear hard finish.

beauty potential directory

Beauty is skin deep!

And the amount of dark pigment known as melanin present in your skin determines the deepness of your tone.

It's a beautiful fact that large amounts of melanin serve as built-in protection against aging skin. Thus, the woman of darkest complexion has the best chance of remaining younger looking longest.

So says Flori Roberts, who heads a Black cosmetics company bearing her name. She offers these hints to keep your tone in tune. Let your complexion be your guide:

face

FOIL THE OIL

Most women of richer complexion tend to have oily skin. Avoid oil-based makeup, or you'll become a walking oil well.

UNCOVER THE UNDERTONES

You may have yellow, ruddy, olive, or gray undertones. Choose a shade of foundation that blends and brightens without turning chalky on your face. Skin test it first to be sure. A liquid foundation is recommended for a perfectly natural finish.

FACE PLACE

Face powder should be neutral, blending with your base and removing excess shine without adding color of its own. Loose powder, lightly fluffed on, will avoid caking and streaking . . . so often a problem with oily skin.

FOR A CHIC CHEEK

Orange and coral hues will add the most flattering blush to the deeper complexion.

lips

LIP TRICK

If ordinary shades change color on your mouth, use clear yellow tones to reduce dark pigment before applying lipstick.

eyes

EYE-DO'S

Shadow - The deeper your skin tone, the deeper your shadow should be for a look that's glamorous, not glaring. Coordinate your shadow to your clothes.

LINER

Be sure the color of your liner is dark enough to compliment your skin tone. Try soft black or brown. Liquid liner applied with a fine sable brush is easiest to use.

LASHES

If your lashes tend to be short and sparse, use black mascara to thicken and lengthen them. Or lash out: Try a pair of black human-hair lashes for the dramatic effect.

SPLISH, SPLASH

Dried dead skin cells, come to the surface after you bathe, sometimes giving an ashen look to the skin. Therefore, use a scented bath oil in your water which will form a protective moisturizing film on your body. After you towel dry, apply a body moisturizer all over for a rich, satiny-smooth finish.

DOES YOUR SKIN SPEAK SWAHILI?

Hear groans from your undertones?

Don't be tone deaf!

Speaking the same language as your skin is the essential first step to enhancing the black and beautiful you.

Marion Boswell, of Flori Roberts offers this face-saving advice:

color range

Analyze your skin according to your undertones. Makeup should compliment - not hide them. Aim for a natural appearance. Yes, even your tone - instead of adding to it. Otherwise, you may look like you are wearing a mask.

If you have yellow undertones, a base with red highlights can come up too orange. Adding red to red undertones will be too bright. Yellow undertones should be brought out. And red undertones need to be slightly subdued. A beige foundation is good for accomplishing both.

Never judge the color of makeup by the way it looks in the bottle. A particular shade may appear very different when actually applied to your skin. That's why it is so important to test makeup before making your purchase. Don't be color blind!

YOUR SKIN CAN'T HOLLER "OUCH"

Win with your skin! Don't irritate it by harshly applying makeup to your sensitive facial areas. The right touch means so much.

Here is some skin-deep advice from Libra Cosmetics to help you face facts:

face

FACIAL MAKEUP

To apply liquid makeup and creams to your face: Dot the chin, nose, forehead, and cheeks. Then blend from each of these points with upward, outward strokes from the chin up and from the center of the face out. This will stimulate surface blood circulation. Use your ring finger to apply and blend. It has less pressure than any of the others.

THE NECK

Although you do not apply makeup to your neck, you should treat is as a part of your face when cleansing or applying treatments. Your neck is one of the first places to show aging. To apply beauty preparations to the neck, dot once in the center and once to each side. Then blend with upward motions.

EYE AREA

In removing cosmetics from the eye area, sweep with a complete circular movement entirely around the eye. Start at the inside corner under the eye, moving around over the lid and into the upper inside corner of the eye.

LIQUIDS

When applying liquids, (water, freshener, etc) to the face and neck, splash on or dab on with a cotton ball. To remove, simply blot. Don't rub.

NOSE

To cut down the width of a prominent nose, apply dark contouring cream to the sides in a triangular position. Be sure to include the nostrils. Next, stroke a thin line of white contouring cream down the center, stopping about a quarter of an inch from the end of the nose. And do not apply blusher near the nose.

color

JAWLINE

The oval is considered to be the most perfectly shaped face. Therefore, we use it as our guide in re-shaping a wide jaw. To create an oval illusion, apply dark contouring cream down the sides of the jawline. This trick can also be applied to slimming a round face. In addition, a hairstyle that comes forward on the face can serve to further de-emphasize fullness.

cheek

CHEEKBONES

Sleek Cheek: To give cheekbones height and focus, brush on a blush-on in your favorite shade. Brushing lightly upward, follow the natural contours of the cheekbones.

A blush of color is brushed on to sculpture the cheekbones. I then apply Liqui Glo in a coppery shade around the face to create a play of light for a young, dewy look.

eyes

Time for the eyes! Using foam tip applicators, I add Op Tints powder shadows to make Brenda's eyes come alive. Here's how. For a dramatic interplay of colors, I use the lightest of three intended shades under the brow to highlight. The main color appears as a tint on the lid. And to intensify, the deepest shade goes at the crease of the lid. I usually keep all three colors within the same family - and blend them slightly with the finger tip after applying so they flow softly into each other.

Since eyebrow pencil looks too harsh, I brush on Mela-Brow. The brown-black shade blends naturally with Brenda's skin and eyebrows. I follow the natural line of Brenda's brows, but if you have any strays, just tweeze them.

lips

LIP TIPS

Brush up for beauty with a lip brush. You can apply lipstick and gloss with greater control - and re-shape your lips to perfection.

Shade Of Difference: When one lip is a little lighter than the other, use a slightly darker shade of lipstick on it to even your beauty. For a full lower lip, use a lipstick brush to trace a line inside your natural lip line.

From Argentina. To you. This important look. All leather. All terrific. Black calf. Brown layered leather sole & heel. Great!

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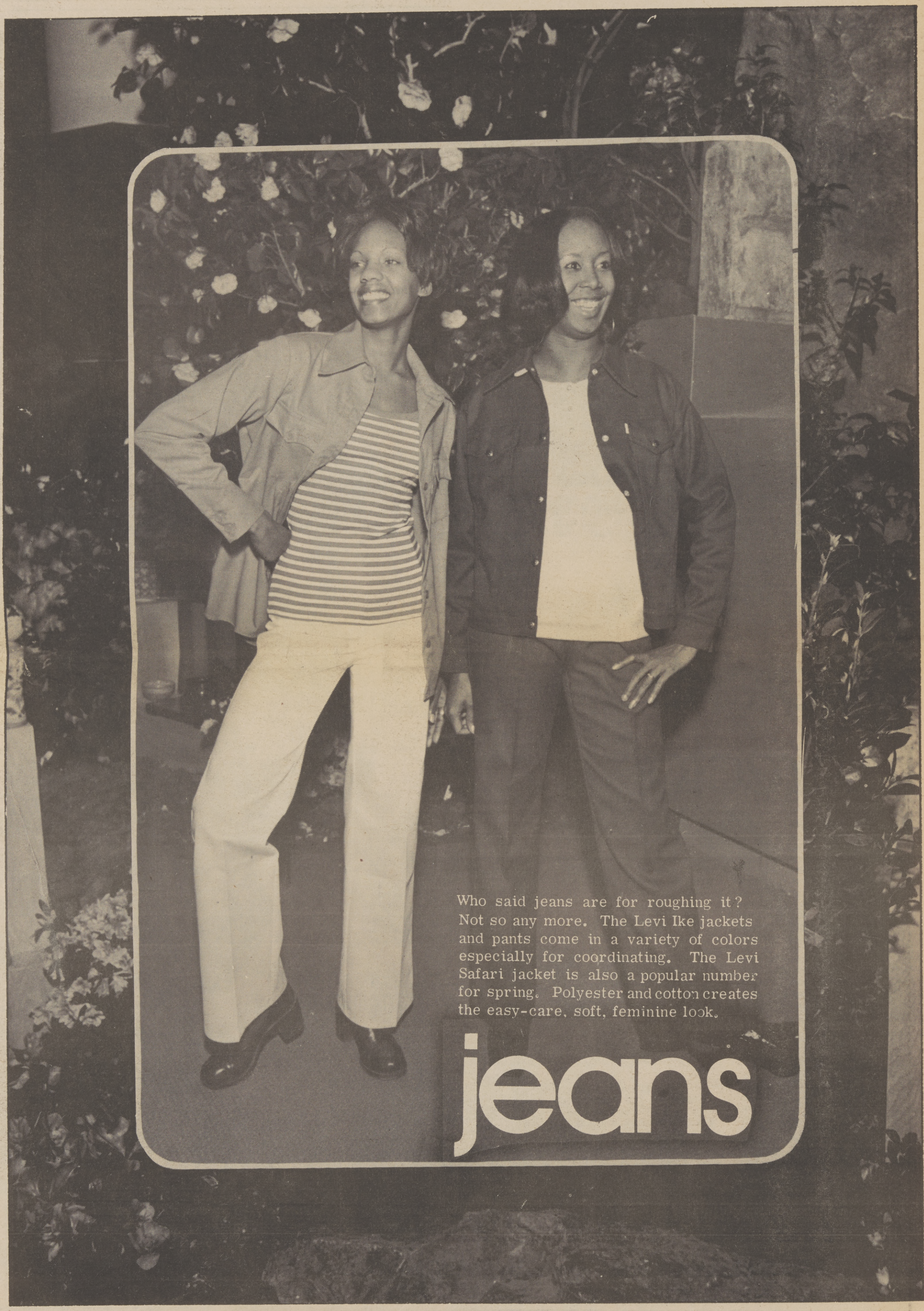


Who said jeans are for roughing it? Not so any more. The Levi Ike jackets and pants come in a variety of colors especially for coordinating. The Levi Safari jacket is also a popular number for spring. Polyester and cotton creates the easy-care, soft, feminine look.

jeans

DAYS AND NIGHTS

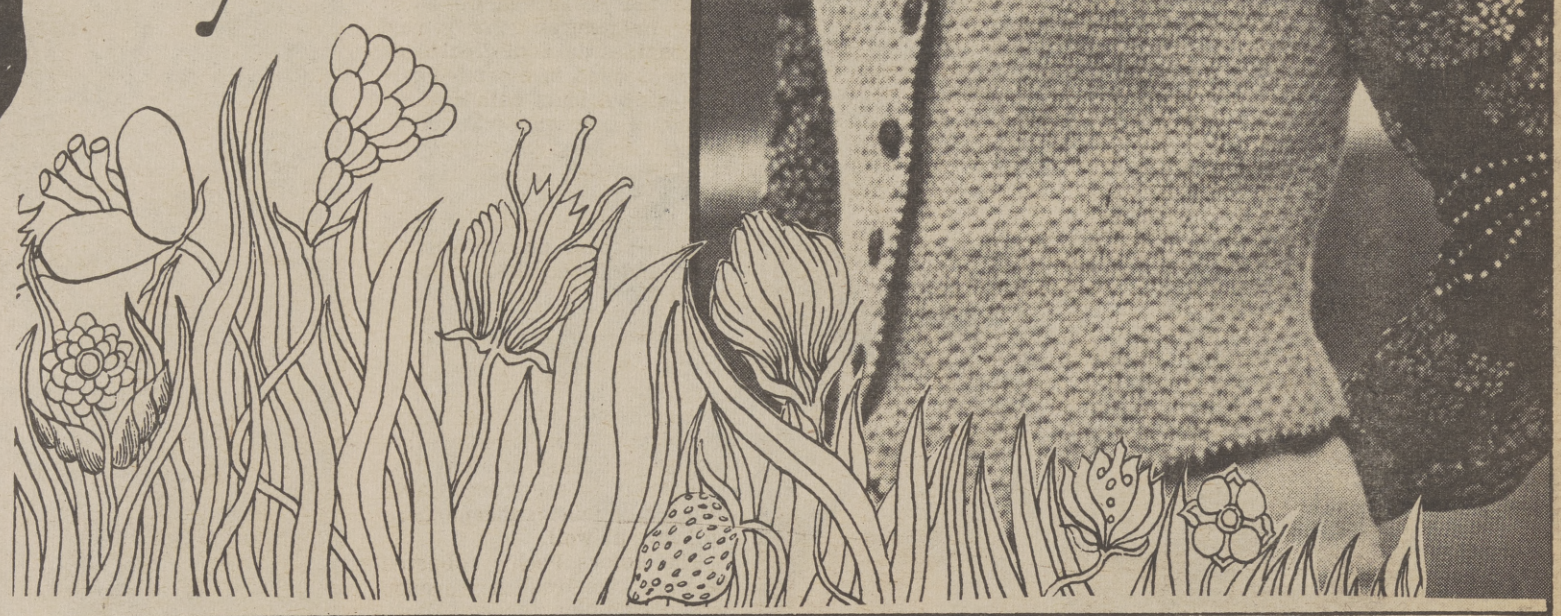
A picture of elegance is this Gunn Sax 100% polyester muslin peasant-style dress. Lace highlights the bodice with long sleeves and ruffled skirt, you're ready for any occasion.

This three-piece smasher is by Villager and features a halter underneath it all. No fuss, no bother with machine washable polyester and cotton. Exciting day or night.

Natural for spring, so cool and relaxing is this long sleeve knit top that goes with any bottom, but Macy's has coordinated it with matching knit pants.

Pretty things to decorate your body with.

You can make it yourself.



SEW FOR SPRING

KNIT FOR NOW

Layered looks in casual wear lead the list of favorites this spring, that makes sewing never easier. Knits and crocheting can also add to this season's apparel categories - crewneck and vest sweaters over shirts or turtlenecks, paired with jeans or double - knit slacks featuring flared-leg styling.

In sweaters, look to the body-hugging skinny rib in a variety of styles; crewneck, self-collared and zipped neckline. They achieve the desire lean look even when layered. Another layering game selection is the belted U-neck sweater vest.

Underneath it all, printed long - point collar shirts with three - button cuffs and solid color turtlenecks are favorites for layered fashions.

Casual jeans or shirts in natural, denim and heathered shades and plaid are the perfect complements to a totally coordinated and colorful effect.

Other seasonal trends, which can be found in patterns to sew:

. colors in seasonal tones of navy, berry, brown and natural;

. fabric focus on double knits and polyester with cotton blends for comfort as well as easy care;

. textured and ribbed effects in sweaters and jeans, and

. patterns centering on plaids, all - over stripes and geometrics.

a designer spring is .... ULTRASUEDE

WHEN YOU SEE IT, YOU'LL WANT TO SEW IT!

Exciting new ULTRASUEDE fabric mirrors the beauty and softness of natural suede, but it is stain resistant and does not spot or wrinkle. By using ULTRASUEDE, you will save money and create a garment that is machine washable or dry cleanable. The American designer Halston chose Ultrasuede for his NOW famous Coat and matching Skirt for SPRING. ULTRASUEDE in 18 colors including the NEW SPRING COLORS

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Informal showing of Ultrasuede garments Wednesday evening, March 13, '74 at 7:00 P.M. Arden Way Store. Commentator—Krestine Corbin.

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THE PLAY SET

Springtime is meant for cool, bright and lively colors. Nordic blue is the color of his Perma-Prest short-sleeve check shirt, $4.50, and denim shorts, $4, both of which are polyester and cotton. Her cherry-printed smock top of blonde yellow or pretty pink is also polyester and cotton, $4.49, and is worn over nylon flared slacks, $4.49. All coordinates are available in Sears Winnie-the-Pooh Collection.

Layered look leads young men in style this year, as captured in contemporary casual wear from the Sears Put-On Shop. Navy or natural color ground emphasizes the ecological tones of the season in a printed balloon-sleeve shirt with dog-ear collar of polyester and cotton, priced at about $6, worn under a solid U-neck belted slipover sweater, priced at about $7. Natural color double-knit jeans in five-pocket casual Western style and flared legs, priced at about $9.

Winnie-the-Pooh and Sears are playing Cupid's helpers this spring providing fashions that are bound to set young hearts aflutter, in fabrics that mothers will love as well.

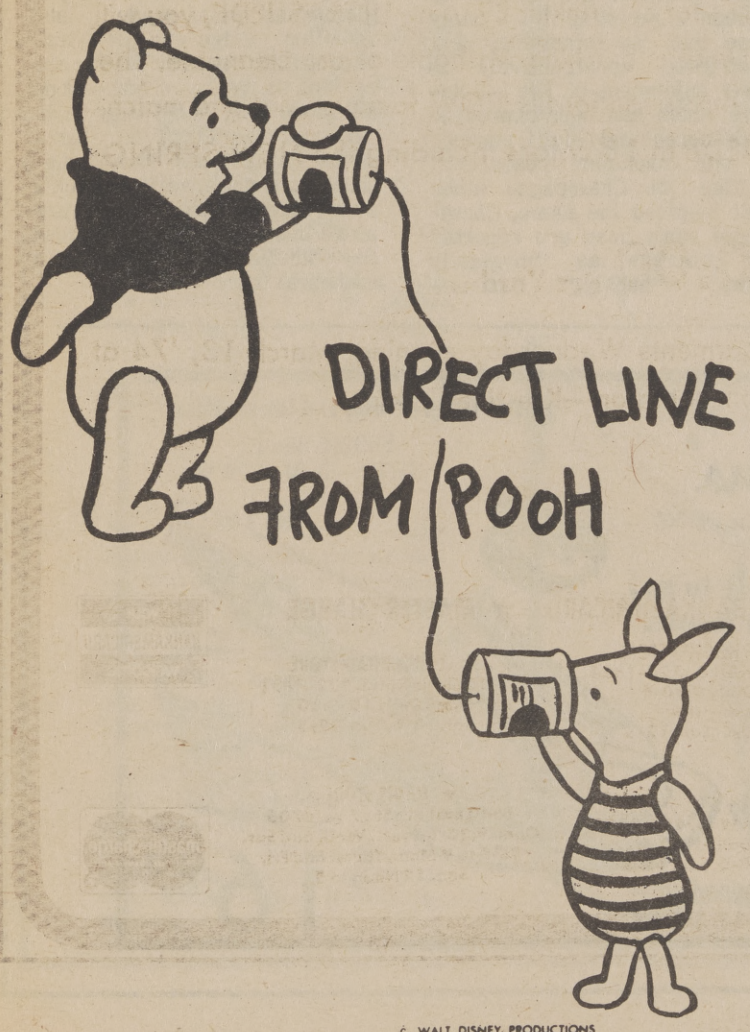
The colors Pooh's collected bespeak the fresh new season with nordic blue, blonde yellow, moss green and pretty pink being mixed and matched in a variety of ways in the totally coordinated fashions.

And there's no special care required since the fabrics are easy-care, polyester and cotton blends, acrylics and knits.

Certain to catch a young man's eye is a frothy white dress that's trimmed in blue and bedecked with an embroidered flower. A cherry printed smock top in blonde yellow or pretty pink is another "head-turner" with its lacy trim and color-mated flared slacks.

She'll be equally impressed when he comes calling in his snappy coordinates that feature nordic blue and blonde yellow. The long and short of his pants story include windowpane plaid flared slacks and blue denim shorts with shirts of nordic blue in checks and solids and an acrylic vest of blonde yellow that's striped in nordic blue and moss green.

Pooh can be taught at his "matchmaking" best this spring when he shows a "hunny pot" full of classic fashions for the 3-6x sized child at Sears.



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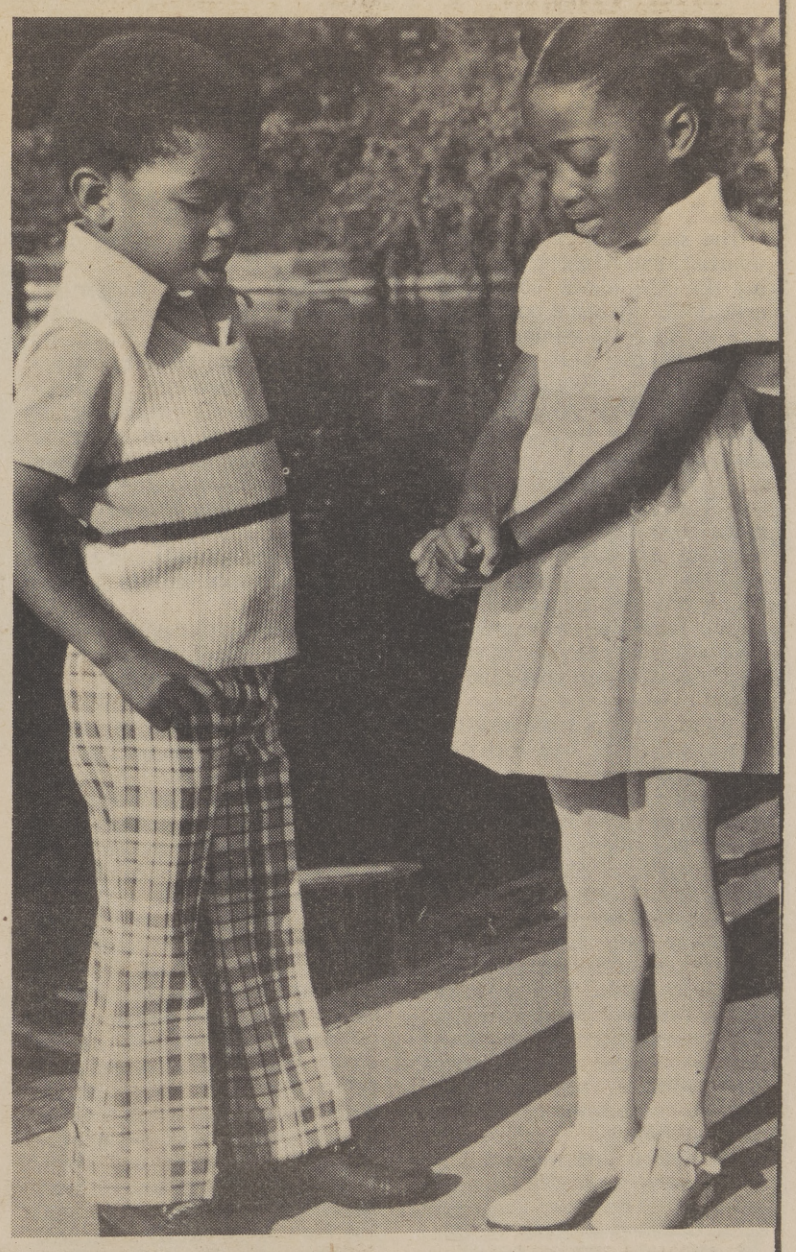
Little beachcombers will be collecting raves while Winnie-the-Pooh catches sunrays on the front of the swimwear from his 1974 spring collection at Sears, Roebuck and Co.

Pooh brings his favorite classic looks to the beach, in Mom's favorite easy-care material. All the swimwear, sized from toddlers, to 6x is nylon that can be washed after a long, sandy day of sun and surf.

The first chilly dip that brings chattery teeth and oodles of goosebumps can't wipe the smile off a Pooh-printed, toddler-size tanksuit. And neither breezy nor hazy days can stop Pooh from mischievously floating across a milti-colored one-piece suit at the end of a handful of balloons or getting into the "swim" of things on a two-piece suit and its coordinated white cover-up.

Even "bullies" kicking sand on the face of his cotton terry towel can't face Pooh since he's set to bring smiles and sunshine fun with swimwear that's available at most larger Sears retail stores.



Eyecatching fashions are Winnie-the-Pooh's speciality. The young lady wears a Perma-Prest white dress that has blue trim and an embroidered flower, $7. Her beau is dressed in windowpane plaid pants, $5.75, a Perma-Prest nordic blue placket knit shirt, $4.50, and a blonde yellow vest striped in nordic blue and moss green, $4.50. All fashions except the acrylic vest are polyester and cotton, from Sears Winnie-the-Pooh Collection.

ANOTHER SIDE TO FASHION SHOES

bubbly, fantastic 'Champagne' panty hose

After years of watching Black consumers pay the bill for a dizzying progression of sometimes dangerous shoe styles, one Black owner said, "Blacks would be crippled if it was in style."

The sight last year of Black women, men and children climbing up onto shoes considered unhealthful by some podiatrists moved many to comment critically on the whims of footwear fashion. After all, despite what the brother said, not every Black shopper is a slave to changing styles.

Many simply cannot afford to be. The general need is for more knowledge not only about what to avoid but also about what to look for in paying the bigger and bigger price of footwear. Outfitting a family of four with just one pair of shoes each could easily cost $100 or more.

A podiatrist recently said that heels above a half-inch are objectionable.

He said "When you get to an inch heel, your foot generally loses half its ability to function properly." This year, heels up to three inches are considered fashionable by many.

Simply put, the high level interferes with the way you normally walk. Your foot usually manages to keep going, but not without a cost in stress that can cause fatigue, corns and calluses, or much more serious consequences such as back problems.

Conceding that wearing such shoes over a period of years poses the greatest danger in adults. The podiatrist we talked with said, "The best advice is not to wear them. The next-best advice is to wear them as little as possible."

A high-level shoe and a platform shoe in which both heel and sole are high can also cause short-term problems. Eight hours on a platform is enough to cause strain that could become a sprain "within a matter of days," said another.

A complicating factor is the abnormal rigidity of the platform shoe's sole.

Another potential danger involves a driver wearing a platform: The platform could go down on the gas pedal in a move aimed at the brake.

The recent shoe styles - they are supposed to be changing to the advantage of the foot this year - particularly annoy some podiatrists when they are worn by children. A child's foot bones are soft and pliable and can be deformed more quickly than an adult's.

One podiatrist, suggested that proper construction is more important than brand names.

Consumers should check for adequate "counter," a stiff material around the back part of the shoe, and a hard "shank." The shank, as used here, refers to a support embedded in the sole portion of the shoe between the front of the heel and the ball of the foot.

You should put your thumb into the shoe and press down in the so-called arch of the shoe for some indication of the presence of a shank, advised another podiatrist. (A strong shank will make it difficult to press down far). A shank usually is incorporated in a better quality shoe. But shanks are also made of wood and cork. "There are many shoes without any shank whatsoever," he said and a shank generally is needed.

Some key components of shoes are the insole, the outsole and the upper which consists of the outer surface of a shoe and often a lining underneath.

Leather has long been the shoe material preferred by consumers, but there is less and less of it.

The upper parts of 77.4 per cent of the shoes produced in the U.S. in 1963 were all leather; last year, the figure was down to 57.2 per cent. Federal Trade Commission guidelines require the inclusion of a disclosure if shoes simulate leather.

Consumers should note that there are different types of leather. Kid leather, for example, may be too delicate for some.

Some podiatrists recommend leather as the material for the upper part and sole components of the shoe and rubber for the heel. Leather is porous, allowing perspiration to evaporate, and it has the ability to conform to the shape of the foot and retain that shape.

A better-educated consumer is likely to ask questions at a shoe store.

Burlington has rediscovered panty hose!

"Champagne, a totally new concept in panty hose, to be introduced this spring, achieves a unique combination of elegant sheerness, uplifting cling, comfort and exceptional wear life, representing an advance as revolutionary as the perfection of nylon stockings a generation ago," said Howard A. Kaiser, president of Burlington Hosiery Co.

"We named our new panty hose, 'Champagne,' because it is as unique and as extraordinarily different in the hosiery field as the finest champagne is in beverages," Mr. Kaiser said. "Our researchers spent two years perfecting exclusive techniques for processing and knitting Monvelle body yarns, the biconstitutent fibers by Monsanto which integrate the stretchability and cling properties of spandex and the sheerness of nylon in one thread, for the first time.

"The result is Champagne, which provides the answer to women's yearning for panty hose that 'do something,' that contribute constructively to their enjoyment of life - a desire which has been expressed with increasingly high frequency in our consumer research."

Like the Champagne wines that inspired the name, Champagne panty hose are reported by wearers as "magically light," "bubbly," "stimulating," and "effervesantly festive." Some liken the spirited cling to "gentle massage," and many report a pleasing "held together," sensation totally different from any other panty hose. The combination of flattering sheerness, with long wear life, extraordinarily confortable fit and a refreshing lift was described by testers as "fantastic," "almost incredible," "a marvelous tonic."

"This spring at hosiery counters, you will find the Burlington brand Champagne, packed in bottles that are replicas of real little splits of champagne and appropriately stacked in wine racks to further identify the uniqueness of this Burlington innovation," Mr. Kaiser said.

Champagne panty hose are sheer enough to provide star status on any dance floor and practical, too, for all day wear, pram pushing, shopping, or sightseeing.

Elegant shades carry out the gala Champagne theme. Brut Black Champagne is a subtle, off black shade. Toast-Me-Tan, a lively brown, Party Pale, a glamorous pale shade, and Bubbling Beige are all extravagant flatterers for festive occasions as well as a comfort on all those long busy, busy days. And you can count on Champagne to wear and wear, whether you dance madly till cock's crow, trudge around to every store in town, spend a strenuous day with the children, or take a cathedral tour.

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A last word from the models who know beauty. . .

Richelle LeNoir: "I'm lucky to have long lashes. I apply mascara with a stick applicator which builds up the lashes instead of a brush which tends to separate them too much. And if I were stranded on a desert island, I hope I'd have my cold cream along."

Candi Montgomery: "My skin is both oily and dry. Thus, I wash with a mild soap containing a cornstarch base which balances both areas. To play up my cheekbones, I use a tawny tone blusher in the winter and a strawberry shade in the summer. I'm also an artist, so I love to mix my own eyeshadow using the primary colors - red, yellow, and blue. Combine blue and yellow to get green, red and yellow for orange, while blue and red make brown. The intensity of each color you mix determines the final outcome. To hold my eyebrows in place, I brush on a tiny bit of mascara wax with a toothbrush."

Gloria Grant: "I wear a copper-colored base and use a highlighter around the eyes. To accent my cheeks, I apply Vaseline and then rouge followed by more Vaseline. For a matte look, skip the top layer of shine. I also use rouge in combination with Vaseline as a lipgloss and sometimes as eyeshadow. Yes, rough is my thing this year."

Jane Hoffman-Davenport: "To protect against dryness, I cold cream my face before going to bed. This is something I learned from my grandmother, and she still has beautiful skin. A tan base with a slight reddish tone counteracts my yellow undertones. Develop your own style. Wear makup that looks best on you - not the person you most admire. Aim for moderation, not the person for moderation, don't blast it out. There are too many freaky looking people walking around today."

Kathy Imrie: "I wear transparent powder over a coco-colored base. This powder takes away the shine without taking away the color. I remove my makeup with a milk cleanser. It's softer, lighter, and less oily than other types I've tried. Mascara has a tendency to dry and break my lashes. At night, I treat my lashes with Vaseline, which separates and softens them. After a bath or shower, I add moisture to my skin by applying a mixture of baby oil and silicare lotion. It feels delicious.

KATHY IMRIE

GLORIA GRANT

RICHELLE LeNOIR

CANDI MONTGOMERY

JANE HOFFMAN - DAVENPORT

String along with Kelita

Two's company—and very compatible in string-colored little acetate/nylon toppings with the rich girl look of linen. Playing it close, scoop neck cardigan, edged in shell stitching, buttoned with enameled daisies, **$14.** More daisies, just a touch, on the matching camisole, **$10.** S-M-L sizes.

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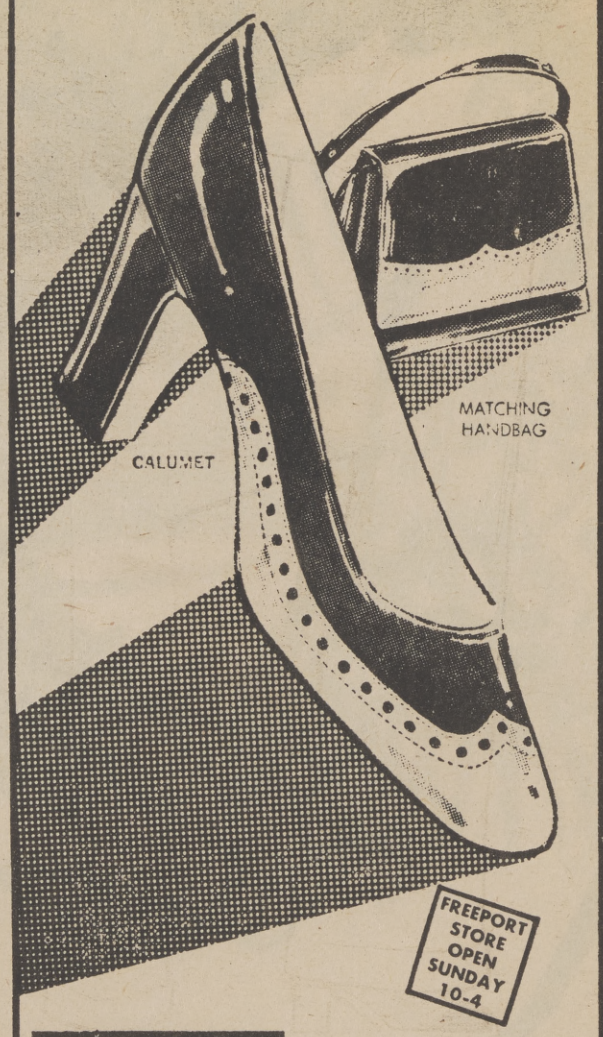

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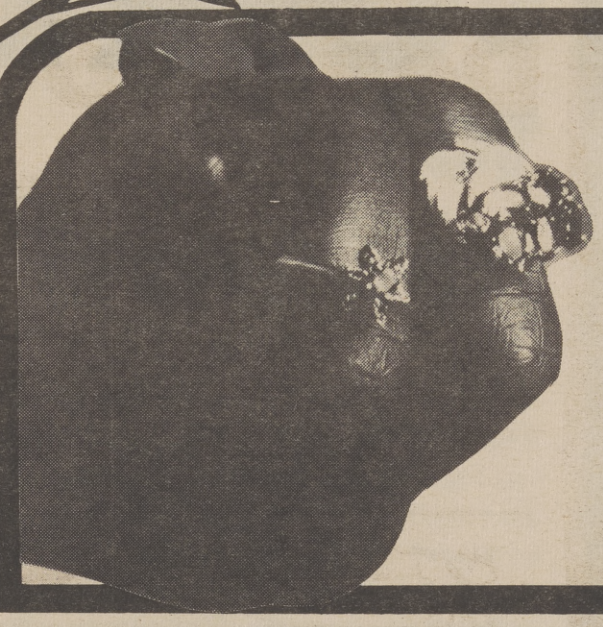

A ring thing: the small gold flower and topaz center ring or the gold and garnet blossom ring can warm up a bare hand, and a cold heart. At H. Stern Jewelers, 681 Fifth Avenue, New York, N.Y. and Miami, Florida. Available by mail order.

The Masai mystique, right, vibrant and alive in a beaded neckpiece by Larry Greer. At "Where Did You Get That At Boutique," 200 Second Avenue, New York City 10013.

PIPED PEPLUM PLUS WHITE

You'll be the girl most likely to succeed, in a navy two-tiered peplum jacket with white piping over white pants. In always-washable polyester doubleknit. It's today's pantsuit look at Wards. Juniors' 5-13.

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Choose from checks, plaids and assorted prints in new spring pastel shades. Washable no-iron 100% polyester double-knit. Sizes 10 to 20.

ONE LOW PRICE!

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Marlene's

Charges Gladly!

FLORIN CENTER MALL

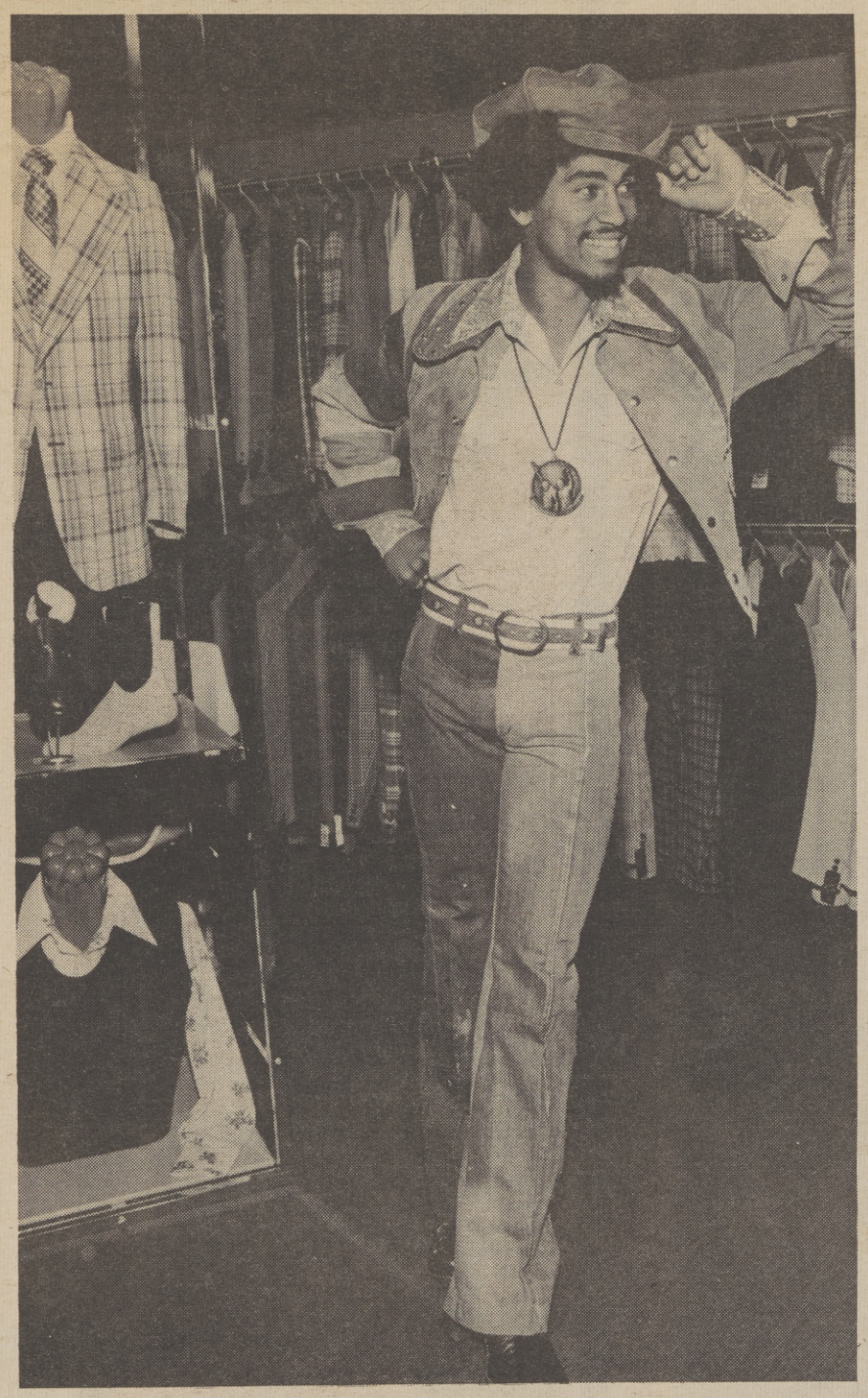
TOWN & COUNTRY GIRL

Fritzi designed this white pleated skirt, worn with a red and white shirt. Underneath the shirt is the ever popular knit T-shirt. This neat nonchalant combo can go from day into night especially on warm spring evenings ahead.

THE BRICK SHIRT HOUSE
RICK WINN
2001 BROADWAY, SACRAMENTO, CALIFORNIA (916)457-7254

Designed for traveling

Naturals for traveling in spite of the energy crisis. OBSERVER models make plans to travel near and far in the latest coordinates in polyester fabrics. The travel scene features outfits by Solos, Jantzen and Angus Bailey. It just goes to show that traveling can be fun and work-free and above all stylish. Macy's Sportswear and Luggage Departments.



SPRING·FEVER Madness

SUTTER'S MILL

Patch work recycled jeans · Studded 100% Cotton · Machine washable jacket elastic band back

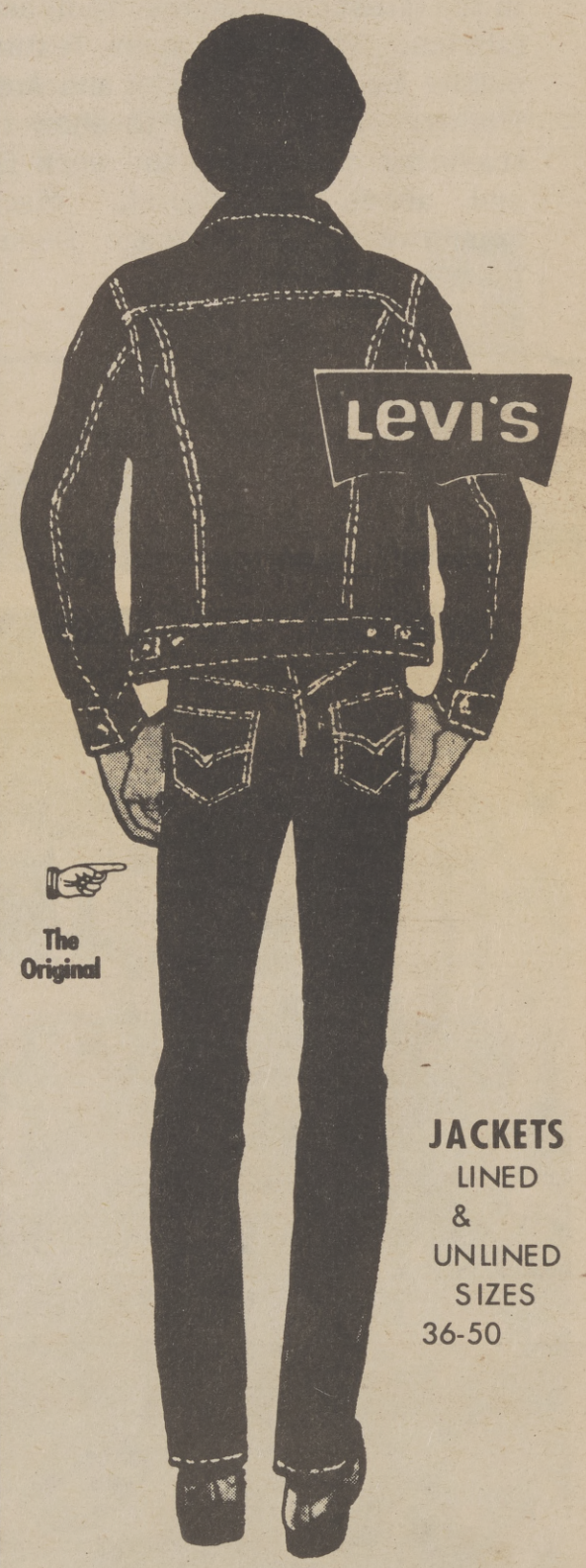
pants $30.
jacket $33.

IN SACRAMENTO:
605 DOWNTOWN PLAZA
COUNTRY CLUB PLAZA
2340 Watt Ave.
CRESTVIEW
FLORIN CENTER
SOUTHGATE
SUNRISE MALL

Pants Unlimited at College-hi shop

It's a pretty look for a flowery spring ensemble. The over-blouse is soft voille covering a halter top worn with linen flare leg pants.

SPRING BRINGS
JACKETS & JEANS



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5679 STOCKTON BLVD. • SACRAMENTO, CALIF.
10327 FOLSOM BLVD. • RANCHO CORDOVA, CALIF.

your hair? "i'm black and want to change my hair"

IBO TOWER

A majestic tiara of hair crowns the heads of the Ibo women of Nigeria. Those whose hair is thick and long achieve the most striking effect.

HERE IS HOW TO DO YOUR OWN IBO TOWER:

1. Check your hair length. You can do this one even with close-cropped hair, because you will need a hair piece to build your "tower" anyway. Use a hairpiece (human hair recommended) that's about four to six inches long.

2. Follow this roller pattern to roll up your hair. While you're waiting, set the hairpiece with small and medium rollers in the Kindness Custom Care Conditioning Mist Hairsetter.

3. Remove rollers from your own hair and the hairpiece. Comb your own hair or lift it with a pick. Attach the hairpiece at the crown with bobby pins.

Fluff the hairpiece with pick and lift it until the "tower" is the shape and height you want.

AFRICAN CROWN

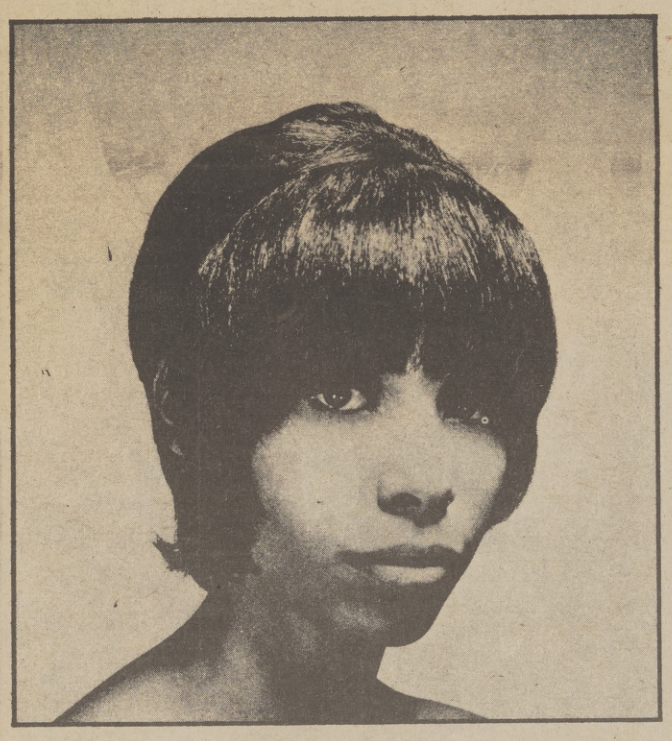
There's plenty of excitement for the young men of the Luleha tribe when they reach "warrior" age. At the gala "Irovbode" ceremony, the young girls are crowned with elaborate hairdos, often peaked to a chignon, into which coral beads have been carefully worked.

HERE IS HOW TO DO YOUR AFRICAN CROWN:

1. Check your hair length. Your hair should be long. Preferably it should reach below your shoulders, or, if it is shorter, you can use a small hairpiece on the crown.

2. Follow this roller pattern as you roll up. For the soft but firm body this set requires plus a little extra hold for the side tendrils, spray on Kindness Heat-Activated Conditioner and set with the Kindness 20 Instant Hairsetter.

3. Remove rollers. Gently comb your hair down from the sides and let it spring into tendrils. Slightly backcomb your hair all around the hairline, gather it up on top, and secure with a rubberband or bobby pins. Arrange remaining hair into soft curls or small bun and secure with hair pins.



THE BAKUBA STATUETTE

Sculpture is the chief form of art among the Black people of Africa. Their sense of the three-dimensional is exceptional. Delicately carved statuettes of wood, ivory, stone, clay and metal are vital to African religious rites.

HERE IS HOW TO DO YOUR OWN BAKUBA STATUETTE:

1. Check your hair length. Your hair should be a variety of lengths for this one; two inches long on the front and top and gradually shortening to about one and a half inches at the nape.

2. Follow this roller pattern as you roll your own hair. To achieve the soft look necessary for this set, use the Kindness Custom Care Conditioning Mist Hairsetter with conditioner - for a soft and "deep-conditioned" set.

3. Remove rollers. About three inches back from the hairline, comb hair smoothly down over the forehead to the eyebrows. Then, starting at the top again, brush hair back, then down softly toward the face.

AMHARA BUN

The Amhara women of Ethiopia have medium-textured hair with a wave pattern that's much more relaxed than usual. They often wear their hair long or completely off the face and caught at the nape in a natural bun.

HERE IS HOW TO DO YOUR OWN AMHARA BUN:

1. Check your hair length. This style is at its best when your hair is shoulder length or longer. The bun needs an abundance of hair.

2. Follow this roller pattern as you set your hair. For extra body, spray with Kindness Heat-Activated Conditioner as you roll up.

3. Remove rollers. Draw your hair back with a rubberband. Roll remaining hair in a bun over the ears, gather it at the nape and secure with hairpins to achieve a soft effect.

Photos and copy except from Afro Makeup and Hairstyles by Helen Rosenbaum

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Pants & Tops Size 3-13
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FASHION BOUTIQUE
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PUTTING IT TOGETHER

Winter's gone, but the three piece suit remains a classic for spring. The look is handsome when layered together and it will go anywhere as separates. Black and brown plaids become airy when highlighted on a pale background. Comfort and style are in order for the business and pleasure man.

Men's Ltd
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THE LOOK OF LUXURY

Spring says sportswear, and sportswear says color. This season's look is rich in colors and they all go. Dark earthy tones played against pales and pastels to create the look of luxury for all occasions. Go anywhere, do anything in an array of sporting color.

down to earth

No one designs like Pierre Cardin. No one has Pierre Cardin like Grodins. Discover the world of Cardin. Suits from $165, sports jackets from $110, at all Grodins.

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AND SAVE MONEY!

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Supply Limited to quantity on hand

Door Buster!
100% Polyester DOUBLE KNITS
69¢ Yd.
Fabulous savings! While they last! In Spring & Transitional colors—1 yd. & up lengths. Some slight irregulars—All 60" wide.

100% Polyester WHITE DOUBLE KNITS
3.98 YD.
All on Bolts—All first Quality. All Spring & Summer Weights. Jacquards, crepe, twill, Ponterama. Special Group-Big Selection

Fancy Whites
Prints and novelties
PIQUES
$1.38 YD.
- 45" Wide-Mach wash.
- Permanent Press
- 65% Polyester-35% Cotton

1,000s of yards REMNANTS
5 Yds for $1.00
All type fabric—Blouse, dress, and pants weight—½ to 5 yd. lengths, many easy care-undetermined fiber content.

THREAD SALE

20 colors plus black & white 35 yd. spool—100% Polyester while it lasts! Come get it!

2 spools for 5¢

FAMOUS "LESLIE FAYE"
Ready to wear pattern
(New Spring Patterns)
100% Polyester DOUBLE KNITS
1.98 Yd.
Reg. 6.98 yd. if on bolts. 2 to 12 yd. lengths—All 60" wide. Hurry, supply is limited.

Permanent Press Dress-Blouse-Shirting
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58"-60" WIDE. WASHABLE, NO-IRON, CLEVER NEW TEXTURES

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CHOOSE FROM OVER 500 PATTERNS, SOLIDS TEXTURES . . . AND, ON, SO FANCY! JACQUARDS, SCULPTURED, 2 AND 3 COLOR COMBOS

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100% POLYESTER

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Tops & Bottoms
SPORTSWEAR
66¢
All on bolts—values to 1.98 100% Cotton printed duck Poly/Cotton printed blouse 50% polyester-50% cotton 65% Polyesters-35% cotton

"Little People"
PUCKER PRINTS
1.79 Yd.
Reg. 2.49 yd. Beautiful storyland prints in easy care—50% Polyester—50% cotton seersucker—All on Bolts—45" wide

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100% Polyester DOUBLE KNITS
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Dressmaker lengths, polyester fabrics in solid & fancies—60" wide. Solids, Jacquards, twills, crepes, ponterama

CLOSEOUT!
Casements, Nubbies, Prints
Novelty weaves—All on Bolts. A real clean up in all types of fancies. Contents on bolts.

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Patterns by VOGUE BUTTERICK SIMPLICITY McCALL'S

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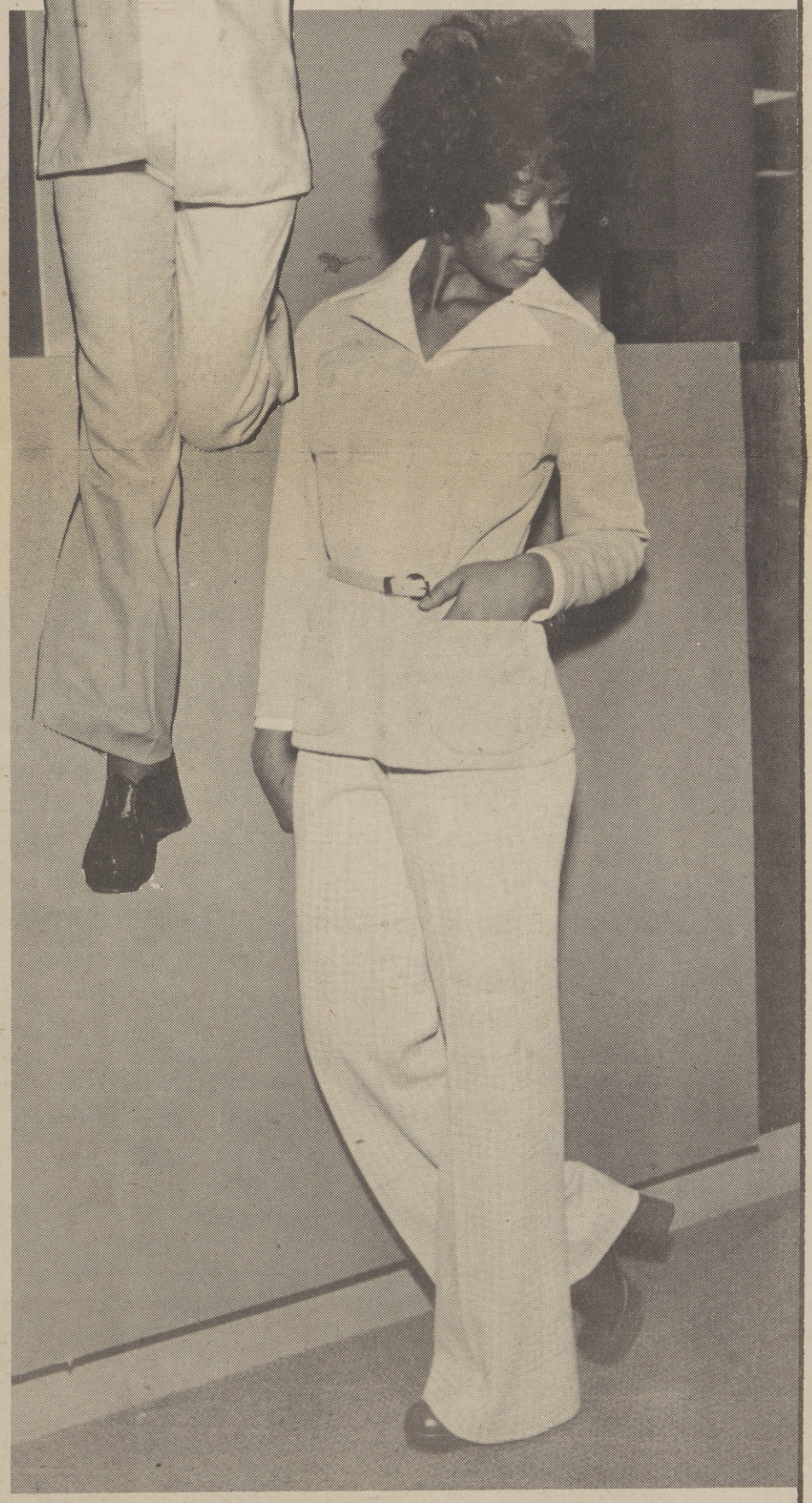
LIVE, LAUGH & LIMBER UP

Three-piece pants suit features smart stripe combination. The cardigan jacket and straight pants features a striped sleeveless knit sweater vest. Perfect for spring and into summer.

The boxy top pants suit has a new life when paired with a striped T-shirt. The outfit is shown in a tangerine color with bits of white to set it off.

Butte knit pantsuit of 100% polyester makes for a nice slim suit-look ensemble that's appropriate for all occasions.



HERE, THERE & EVERYWHERE

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The season's newest silhouette — the tent coat. Single-breasted, top-stitched, and trimmed in white, it comes in a weather-resistant cotton/polyester blend. Fashion colors for sizes 8 to 18.

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The hooded coat, skimmily shaped and patch-pocketed, in cotton/polyester oxford weave. Salt, navy, powder blue, and red for sizes 5 to 13.

JCPenney

We know what you're looking for.